

STUDIO K40 QUESTIONNAIRE

WEBSITE DESIGN/DEVELOPMENT

This questionnaire will help you organize the overall goals for your project in a way that we can understand and use to accurately provide you with an estimate. Please fill out as much of this questionnaire as you can, digitally preferred since this is a properly formatted PDF document ready for you to type in your answers. We will review all of yours answers, and unanswered questions, in detailed, in your free consultation. Any questions you are uncertain of, or do not apply to your project, please leave blank. If you have any questions regarding this questionnaire, feel free to call (503) 209-1281.

Once completed, please email it us at gray@studiok40.com and I will be in contact to schedule your consultation.

Thank you for considering Studio K40 and we look forward to speaking with you soon.

CONTACT INFORMATION

Name	_____
Email Address	_____
Phone Number	_____
Best Hours to Reach You	_____
Company Name	_____
Street Address	_____
City, State, Zip Code	_____
Who has final approval on the project?	_____

PROJECT PURPOSE

Briefly describe the site's concept and what service it seeks to provide: _____

What is your main objective or reason for this project (i.e. promoting a new project/service, making the site more user friendly, targeting a specific audience)? _____

Are there any other considerations that could impact the project schedule (i.e. new product launch, trade show, marketing campaign)? _____

GENERAL PROJECT INFORMATION

What type of project is this?

- Design new site
- Design and code new site
- Redesign existing site
- Redesign and code existing site
- Consulting

What is your time frame?

- Yesterday
- Within one month
- Within two month
- Within three month
- Within four month
- Sometime in the near future

What is your desired **launch date** for this project: _____

Do you have a **budget** already established for this project? If so, please indicate that below:

If you don't have a specific budget established, what is your range?

- \$1,500-\$3,000
- \$3,000-\$5,000
- \$5,000-\$10,000
- \$10,000 - \$25,000

Can the project be divided in to **phases** to account for budget and/or time constraints?



SITE REDESIGN INFORMATION

(IF THIS SITE IS NOT A REDESIGN, PLEASE SKIP THIS SECTION)

What is your main goal for this redesign (i.e. provide a better user experience, update the site's look and feel, target a different audience)? _____

What is the main business problem you hope to solve with the site redesign?

Are you looking for a new logo and/or branding for your site or are you satisfied with what you have in place?

Which aspects of your site do you feel are **successful** and why? _____

Which aspects of your site do you feel are **unsuccessful** and why? _____

Do you plan on using content from the existing site? If so, which portions? _____

Are you already using a content management system to power an existing website? If so, which system?

Do you need a new content management system? If so, can you list the kind of features you will need?

How will you measure the success of the new site? _____

TECHNICAL DETAILS:

Do you already have a domain name in mind? Yes No

If yes, what is it? *http://*_____

Is it registered? Yes No

If yes, who is it with? _____

Do you already have hosting? Yes No

If yes, are there any technological limitations to this hosting (for example, doesn't support php)?

Are you satisfied with it? Yes No

How much do you pay? _____

What is your ideal email setup? Do you use a e-mail management software such as Outlook or Thunderbird?

TARGET AUDIENCE

Describe a typical user that will visit your site (provide more than 1 profile if applicable):

LOOK & FEEL

Use three adjectives to describe how the site should be perceived by the user. *Examples: conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional:*

1. _____
2. _____
3. _____

Does your organization have an existing **logo**? Yes No

If not, should a logo be created for this site? Yes No

Can you provide an electronic version of the logo in a **scalable vector format**? Yes No

Does your organization have a **Style Guide** (or set of rules) that govern web site design or other marketing materials? Yes No

Should we be **consistent with any existing directions** established in overall branding, print pieces, with the current site? Yes No

Does the organization have a pre-existing **color pallet** that we must use? Yes No

If yes, please explain: _____

Are there specific colors that must be avoided? Yes No

If yes, please explain: _____

Are there specific **fonts** that must be used? Yes No

If so, please provide the font or a detailed description of the font and the specific usage rules.

Are there any fonts that **should not be used**? Yes No

If yes, please list which ones: _____

Does your organization own any **photos or illustrations** that can be leveraged online? Yes No

If yes, do these need to be credited to the artist/photographer? Yes No

If yes, please explain: _____

Should **specific images be avoided** (examples: used by a competitor, overused in your industry, you've already used and don't want to repeat etc.)? Yes No

If yes, please explain: _____

List two or three other sites you like and why:

1. _____
2. _____
3. _____

COMPETITION

List 3 competitors site and briefly state what you like, dislike, and what is effective about their overall site:

1. *http://* _____

like: _____

like: _____

like: _____

dislike: _____

dislike: _____

dislike: _____

2. *http://* _____

like: _____

like: _____

like: _____

dislike: _____

dislike: _____

dislike: _____

3. *http://* _____

like: _____

like: _____

like: _____

dislike: _____

dislike: _____

dislike: _____

In your industry, is it important for your company to **differentiate** itself from competitors? Yes No

If yes, please explain how do you do it: _____

Why do you believe website visitors should **do business with you** rather than with a competitor?

SITE CONTENT

Are you providing all text/images for this project? Yes No
or

Do you require copywriting and photography services? Yes No

What content would you like displayed on your homepage? For example – Introduction area, News and Events, Hot Topics, Quick Links, Focus area(s) related to a subject pertaining to your organization, etc.

What elements do you see as “globals” or appearing on every page? (example: a “get a free quote” button)

To the best of your ability, please tell us how many pages your site has: _____

Are you looking for a Content Management System that will allow you to add content as you see fit or are you fine with static pages which require our assistance to update? _____

Potential Features/elements for website:

- | | |
|--|---|
| <input type="checkbox"/> E-Commerce | <input type="checkbox"/> Discussion Forum |
| <input type="checkbox"/> Photogallery | <input type="checkbox"/> Members-only section |
| <input type="checkbox"/> Slideshow | <input type="checkbox"/> Logo Development |
| <input type="checkbox"/> Blog | <input type="checkbox"/> SEO (search engine optimization) |
| <input type="checkbox"/> Twitter integration | <input type="checkbox"/> “Call-to-Action” Button |
| <input type="checkbox"/> Facebook integration | <input type="checkbox"/> Event Calendar |
| <input type="checkbox"/> Online forms | <input type="checkbox"/> Online Scheduling |
| <input type="checkbox"/> Contact form | <input type="checkbox"/> Stock Photography |
| <input type="checkbox"/> Information Carousel | |
| <input type="checkbox"/> Private pages (accessible only with permission content) | |
| <input type="checkbox"/> Music Player | |

MARKETING & GOALS

What is the **primary action** you wish your target user to take from the **main page** of your site? (Examples: download, browse, move along a specific path, email, order, explore, click button, call via phone, etc.)

What is the **primary action** you wish your target user to take **before leaving you site**? _____

Briefly, what are your **short-term marketing goals** (in the next 1-2 years.) How do you anticipate this web site helping to reach those goals? _____

Do you have **plans to promote** this site? Do you have an existing or planned marketing strategy in mind to do so? If so, please describe. _____

What do you feel is your number one business hurdle? (Examples: change image, increase customers, promote company, etc.) _____

Additional comments/notes: _____
